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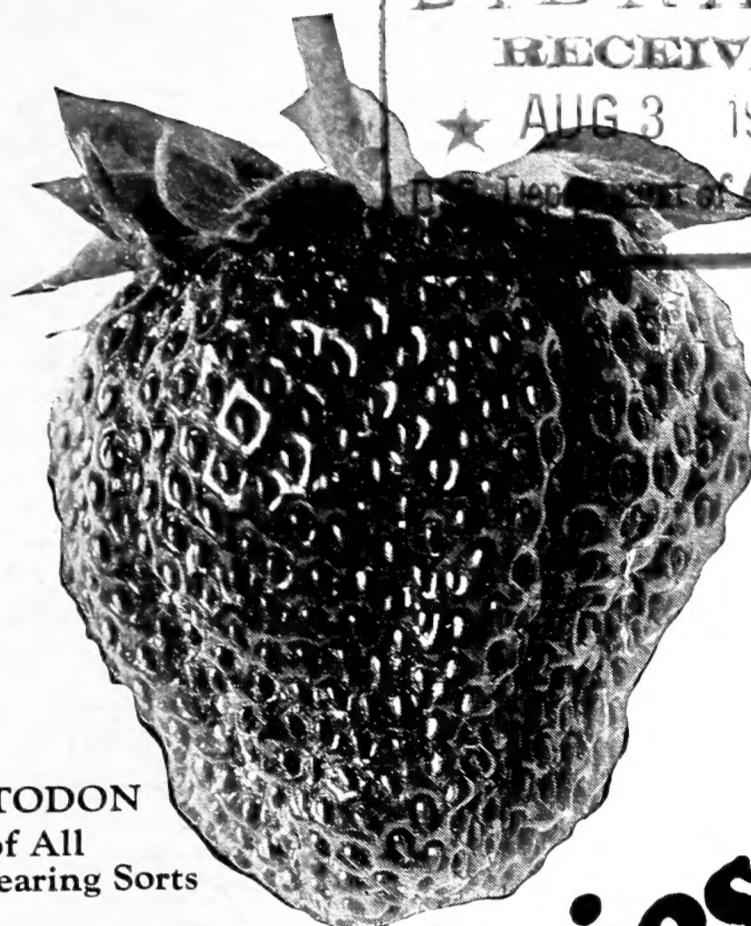
# Mid-Summer Planting Guide

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★ AUG 3 1929 ★

U. S. Department of Agriculture



MASTODON

Best of All  
Everbearing Sorts

Strawberries  
pot-Grown  
1929

PEONIES

and

IRIS

Lovett's  
NURSERY  
Little Silver, N.J.

# Please Read This Page Carefully



## How to Order

To insure receipt of stock when wanted, order as early as possible. Use our regular order blank, as we can more quickly check and fill order. Be sure that your name and address are clearly written. In your address give post office, county and state, and state clearly to what point goods are to be sent. If shipping address is different than residence post office, be sure that you give us the correct shipping point. To avoid error, and to check off plants when they arrive, keep a correct copy of your order. Ladies will oblige us by prefixing their names with "Mrs." or "Miss." No change or countermand of an order may be considered as final without our written consent.

**Size of Order** Orders of less amounts than \$1.00 cannot be accepted, and payments are invariably in advance. Plants may be sent C. O. D., however, if 25 per cent of the amount is forwarded with the order—with return charges added.

Six plants and fifty plants of a variety will be supplied at the dozen and hundred rates, respectively. Less than fifty, dozen rates; and orders for less than six plants of a variety cannot be accepted.

For lots of 500 or over, a discount of 10 per cent off the 100 rate will be granted.

**Substitution** It is our custom, should the supply of a variety become exhausted (which occasionally occurs in all nurseries), to substitute in its stead a similar sort, properly labeled, of course. When it is desired that we shall not do this, it must be so stated in the order. To simply affix the words "No Substitution" is all that is necessary.

**Packing** Is executed with the utmost care. Special pains are taken to pack lightly, thereby reducing the expense of transportation to a minimum. All goods at prices quoted are packed free. Everything is labeled.

**Shipping** Express shipments are the most satisfactory for Pot-grown Strawberry Plants. On account of the heavy ball of earth at the roots, they cannot be mailed easily, and the delays of freight shipments are often fatal to them.



**Weight when packed:** Pot-grown Strawberries, 3 lbs. per dozen, 24 lbs. per 100. Please send money enough to pay postage in addition to cost of plants ordered, when shipment is to be made by mail.



**Terms** Post Office Money Order, Registered Letter, New York Draft, or Express Money Orders are the safest ways of making payments. Enclose your remittance with the order.

Prices mentioned in this pamphlet include packing and delivery to the forwarding agents. Our control ceases there, and our responsibility also.

These prices assure you sturdy, well-grown plants, carefully packed, F. O. B. shipping point—they do not include transportation charges.

## Information About Parcel Post and Rates of Postage

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**Maximum Weight** 70 lbs., in first, second and third zones; 50 lbs. in all other zones.

**Insurance Against Loss** 5c pays up to \$5.00; 8c up to \$25.00; 10c up to \$50.00, and 25c up to \$100.00.

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### RATES OF POSTAGE WITHIN U. S.

	1st Pound or Fraction	Each Add. Pound or Fraction
1st and 2nd Zone .....	7c	1c
3d Zone .....	8c	2c
4th Zone .....	8c	4c
5th Zone .....	9c	6c
6th Zone .....	10c	8c
7th Zone .....	12c	10c
8th Zone .....	13c	12c

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WESTERN UNION TELEGRAPH  
Little Silver, N. J., and Red Bank, N. J.

POSTAL TELEGRAPH  
Red Bank, N. J.

LONG DISTANCE TELEPHONE  
No. 2200, Red Bank, N. J.

# Lovett's Strawberry Plants

## Fifty Years of Strawberry Growing Experience

**W**E have been very careful to eliminate from our list of varieties every sort which has not given us thoroughly satisfactory results, so that we feel we can conscientiously recommend to our patrons and prospective patrons each one of the varieties which we describe in this booklet.

### Strawberries Adapted for Many Uses

By planting Lovett's Pot-grown Strawberry plants during the late summer months you are assured of a bountiful crop of delicious Strawberries the following season. By exercising care in the selection of varieties, provision may be made for fresh Strawberries from early summer until late fall.

### Pot-Grown Plants for Best Results

Years of experimenting have convinced growers that Pot-grown Strawberry plants can be depended upon to produce larger crops of larger berries than the usual field-grown layer plants. However, if one is to hope for the greatest possible success from his Pot-grown plants, he should make his planting at least reasonably early in the season, that is to say, prior to September 15th.





This is the type of "Pot-grown" Strawberry Plant that will catch up with the season, to bear bountiful crops next June.

## *Pot-Grown Superior to Field-Grown Strawberries*

By looking at the illustration at the top of this page you can readily see why Lovett's Pot-grown Strawberry plants thrive and produce such wonderful crops. The heat and dry weather of late summer ordinarily retard the growth of struggling layer plants, but Lovett's Pot-grown plants, having such wonderful root systems, are able to withstand the most severe conditions and produce enormous crops the next season.

## *Over a Half Million Pot-Grown Strawberries Sold Yearly*

During the fifty years that Lovetts have made a specialty of Pot-grown Strawberries millions of plants have been sold, and the great success that our customers have had is ample assurance that Pot-grown Strawberry plants are without question the best.

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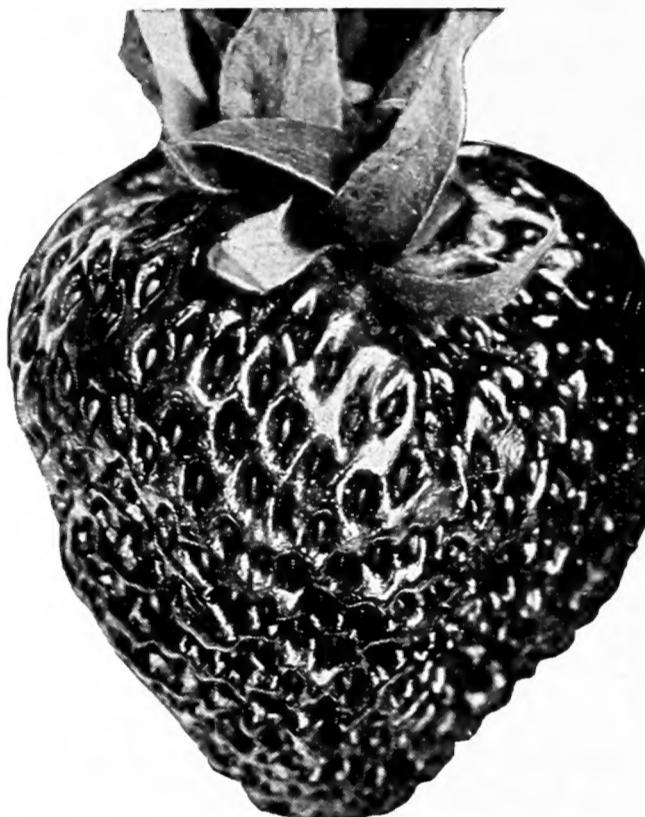
Rochester, N.Y.

"Wish to say that the Early Giant and the J. H. Cook Strawberry plants arrived in fine condition. I also desire to thank you and assure you of my appreciation for the extra plants so kindly sent."

AUGUST ROHDE.

# June-Bearing Strawberries

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



BRANDYWINE

**Barrymore** Midsea-

s o n to

late. Large, bluntly conical berries of fine appearance. They are a rich dark crimson in color, with deep red flesh, firm, meaty and of excellent flavor.

**Big Late** Very late.

One of the handsomest of all Strawberries; of perfect shape, glossy red, with prominent yellow seeds. These are strong, erect plants which surpass in productiveness. Splendid shipper and keeper. Should be planted near some good pollinator, such as Joe. Pot-grown Plants, \$1.50 per dozen, \$10.00 per 100.

**Brandywine** Late. This favorite of California is large, globular and dark red through and through. Of excellent quality, with a sprightly flavor which is unsurpassed for home use, canning, or market purposes. Very firm and productive, thriving best on light soil, sandy or gravelly. On wet soil the berries are apt to dwindle in size as the season progresses.

**Bun Special** Early to midseason. We are confident that this variety, when better known, will surpass Dunlap in popularity. It is equally good for the commercial market, for canning, or for table use. Yields heavily an amazing supply of large berries, which are nearly unequaled in quality. You cannot go wrong to sample a few of these promising plants.

**Burgess** One of the best late varieties. A vigorous grower, producing rich and handsome fruit of high quality. Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

**Bushel Basket** Midseason. Winner of the Barry Gold Medal for excellence. More cannot be said for any Strawberry. Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

Haddon Heights, N. J.

The Early Jersey Giant Strawberry plants I received from you were very, very satisfactory, and every one of them is growing like a little giant. They are expected to give complete satisfaction in the spring.

WALLACE COOK.

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

**Charles I** This is an extra early berry, being one of the first varieties to mature; produces large crops of evenly shaped berries of fine color and appearance. Extra heavy root system enables this variety to withstand drought better than other sorts.

**Chesapeake** Late. A vote of canners, market growers, or home users would undoubtedly prove that Chesapeake is the undisputed ruler of its period in popularity. No quality which adds to Strawberry satisfaction is lacking. The berry is beautiful in appearance, being very large, uniform in size and shape, and of a bright red, with no unsightly green tips. The flavor is simply delicious, either raw or canned, and, for a large berry, the flesh is unusually firm. The healthy foliage of this plant is very nearly frost proof. On fairly rich, loamy soil, with a bit of care this variety cannot fail to satisfy. Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

**Cooper** Early to midseason. Big, sweet berries over a long fruiting period. Succeeds best on well drained soil. Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

## SPECIAL OFFER

Of the Three Van Fleet Hybrid Strawberries

We will send a dozen each (36 in all) of the three wonderful Van Fleet Hybrids, Early Jersey Giant, John H. Cook and Edmund Wilson (all pot-grown), for \$4.00, or twenty-five of each, for \$7.50.



COOPER

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

**Delicious** Medium to late. A well-named variety of attractive appearance. Very productive and of superb quality. One of the best. Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

**Eaton** A fine mid-season variety. The fruit is medium to large in size, even and uniform, with prominent yellow seeds and deep green calyx, making a very attractive appearance. For canning and preserving it has no superior. Produces a super-abundance of berries. Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.

**Gandy** Late. One of our own introductions of many years ago, which has met with a surprising success as a late berry. It is unsurpassed as a market sort, since it combines firmness with attractiveness. Fruit is extremely large, of perfect shape, and very uniform. The bright green caps add materially to its appeal. It succeeds best on heavy soil.

**Glen Mary** Midseason. An old standard variety which is familiar to most Northern growers. On light, sandy soil Glen Mary is unequaled in productiveness, and the fruit borne is large and firm. These berries are of irregular shape, but their quality is among the best. Should be planted near a good pollinator such as Joe.

**Howard 17** Actually, Howard 17 and Premier are identical. Fruit is light red, large, and of excellent quality. Early.



## Hundred Dollar

Midseason. The light scarlet berries of this variety are produced in great profusion, making it a nation-wide success.

Charlottesville, Va.

Strawberries came yesterday, were set out that same day, followed by a fine rain and another cloudy day. Looked well. Am anticipating good results. My garden is my diversion, and my strawberry bed my special pet. Thank you for your satisfactory filling of order.

GEORGE L. PETRIE.

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



## CHESAPEAKE

**Joe** Ripening just after Chesapeake, this attractive berry equals its predecessor in size, firmness, and yield. It is of better color and flavor, and succeeds upon all soils. Joe is the leading Eastern berry of its period, both for market and home consumption. A good looking, good tasting, healthy Strawberry.

**Judith** An early variety, with a long bearing season, large, well-flavored berries of uniform size. Deep red color permeates entire berry. Firm, juicy; an ideal variety for home and market. **Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.**

**Jumbo** Midseason. Plants are large and healthy, fruit large and well colored; produces extra sized crops on poor soil. Does better in Northern states. Fine for market and home use. **Pot-grown Plants, \$1.50 per dozen; \$10.00 per 100.**

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



SEN. DUNLAP

**Lupton** Lupton is quite a bit like the Gandy, but much more productive, and five or six days earlier. It is a great commercial berry, certainly one of the most popular in New Jersey. It

is one of the most beautiful of all berries, being large and of perfect shape. Its firmness renders it valuable for distant shipment, and this, added to its attractiveness, gives it a leading place among market berries.

**Marshall** Midseason. An aristocrat which, given a bit of care, will produce the very acme of berry perfection. Berries are very large, dark glossy crimson, and of the finest flavor. One of the best varieties to force under glass in winter.

**McKinley** Midseason. A berry for the home; handsome, juicy and delicious.

**New York** Midseason. The sweetest of all Strawberries. The fruit is extremely large and well colored, and the plants are healthy and productive, succeeding on very poor soil. An all around berry which has given satisfaction wherever it has been sampled.

**Nick Ohmer** Medium late. An old favorite. Berries are large, handsome, glossy red, globular in shape, with bright green caps. For home or market.

# June-Bearing Strawberries

(Continued)

**Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.**

**Paul Jones** A midseason variety. Produces tremendous crops of medium size, dark red, fair quality berries. A very productive sort, thriving under nearly all conditions. **Pot-grown Plants, \$1.25 per dozen; \$8.00 per 100.**

**Pearl** The latest June bearer of quality. Berries are a trifle irregular, but extra large and of perfect flavor. Excellent for prolonging the berry season. **Pot-grown Plants, \$1.50 per dozen; \$10.00 per 100.**

**Premier** Among the best early Strawberries, possessing absolutely no weaknesses or faults. It is an immensely prolific producer of large, perfect berries, over an extra long bearing period. These berries are of the finest quality, color, texture, and flavor. Premier is very nearly frost proof, and its berries are firm enough to stand distant shipment. It is the most profitable early variety, producing as many as sixteen thousand quarts of berries an acre during its season. It has been justly popular for a long time.



IT'S GREAT FUN TO PICK YOUR OWN

# VAN FLEET HYE

## Three Super Selected Strawberries

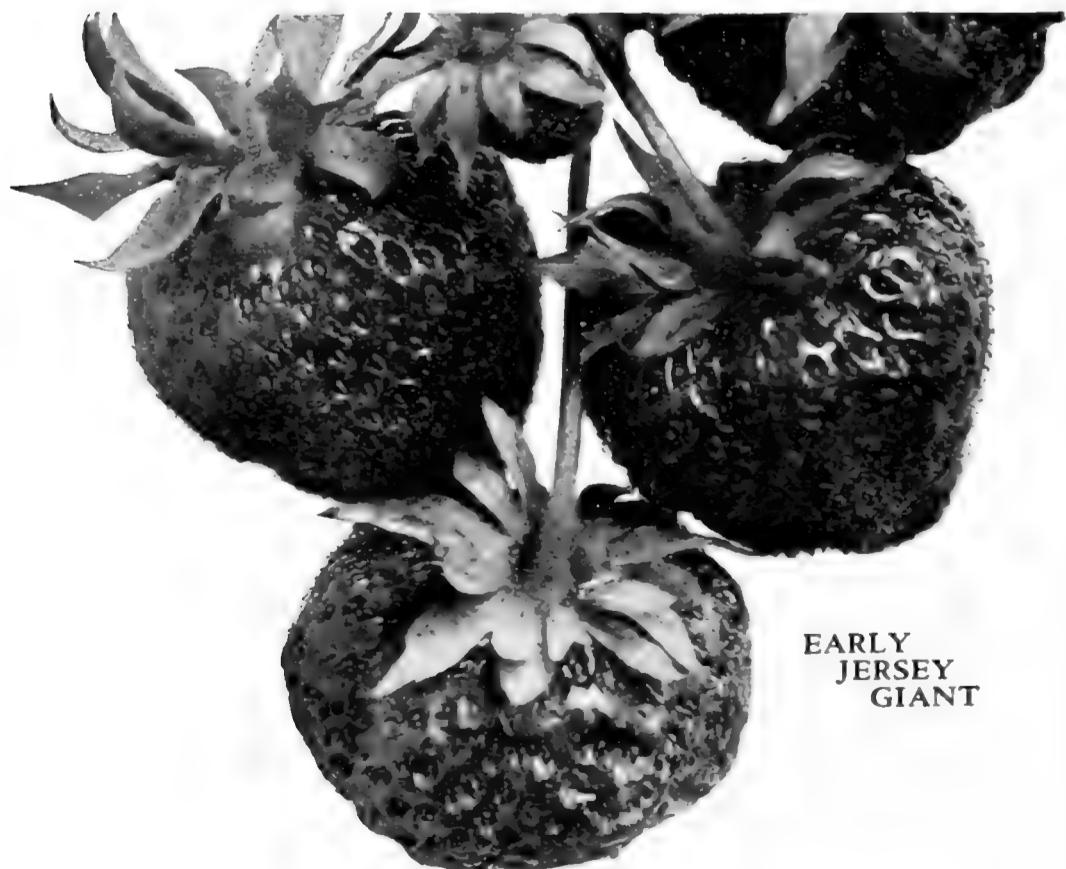
THE three Strawberries offered on this page and developments of the late Dr. Van Fleet, whose rements in hybridizing are known throughout the world time of experimental work he produced thousands of berries, using not only the better American varieties European sorts for parent plants. In these three Str all of the finest characteristics of Strawberries that hav to the greatest extent. Their strong constitution, pance, exceptional high quality and marvelous aroma in the forefront of present day Strawberry varieties.

### Early Jersey Giant

THE EARLY STRAWBERRY WITHOUT A FAULT

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

One of the famous Van Fleet hybrids, and a berry which we have featured satisfactorily for many years. It is the earliest variety to produce large fruit and by far the best extra early variety of all. In color it is a glossy, scarlet crimson, and in flavor it is among the very finest. In fact, since it is so productive, attractive, delicious, firm and healthy, we cannot but present it under its familiar name, "the early strawberry without a fault."



# RIDS

the following are remarkable achievements. During his life, Van Fleet Hybrid Strawberries were also the finest berries we offer. They have been developed with great efficacy, appearing to be the best of these berries.



JOHN H. COOK

## John H. Cook

THE VARIETY FOR EVERYBODY'S GARDEN

Pot-grown Plants, \$1.50 per dozen;  
\$10.00 per 100.

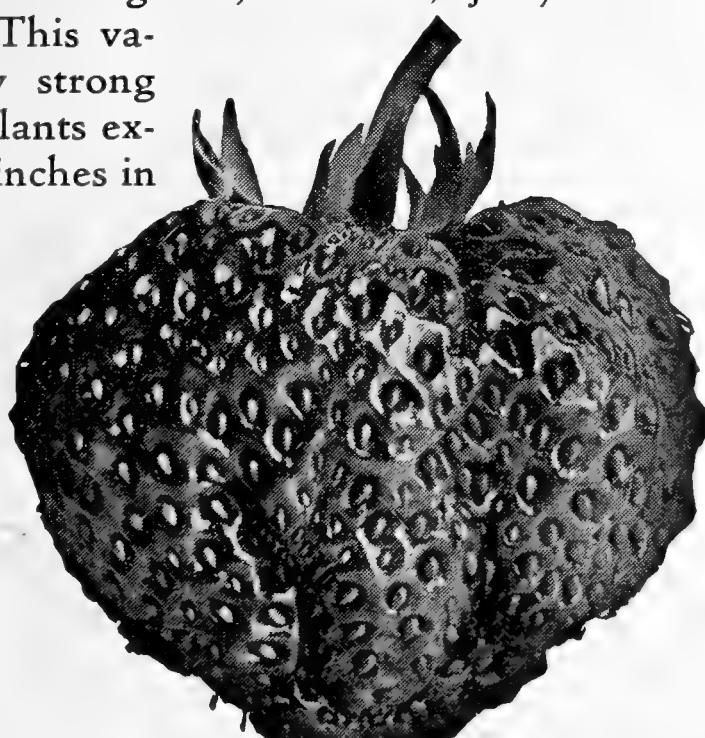
In some properties this is the finest of all the wonderful Van Fleet hybrids. It is an enormous crop, ripening with the second early varieties. The berries are of exquisite quality, blood red in color and very firm.

## Edmund Wilson

THE GIANT STRAWBERRY

Pot-grown Plants, \$1.50 per dozen;  
\$10.00 per 100.

Another Van Fleet success, ripening in mid-season. We believe this to be the largest Strawberry in existence. The blunt, heart-shaped berries are of very dark color throughout, extremely juicy and of perfect flavor. This variety is a very strong grower, many plants exceeding twelve inches in height. It is a "home garden" berry, since its juiciness makes it unsafe for long shipments, but in your own garden it will be unsurpassed and very likely unequalled.



EDMUND WILSON



# VAN FLEET HYBRIDS

## Three Super Selected Strawberries

THE three Strawberries offered on this page and the following are developments of the late Dr. Van Fleet, whose remarkable achievements in hybridizing are known throughout the world. During his lifetime of experimental work he produced thousands of new Hybrid Strawberries, using not only the better American varieties but also the finest European sorts for parent plants. In these three Strawberries we offer all of the finest characteristics of Strawberries that have been developed to the greatest extent. Their strong constitution, prolificacy, appearance, exceptional high quality and marvelous aroma place these berries in the forefront of present day Strawberry varieties.



JOHN H. COOK

### Early Jersey Giant

THE EARLY STRAWBERRY WITHOUT A FAULT

Pot-grown Plants, \$1.25 per dozen;  
\$8.00 per 100.

One of the famous Van Fleet hybrids, and a berry which we have featured satisfactorily for many years. It is the earliest variety to produce large fruit and by far the best extra early variety of all. In color it is a glossy, scarlet crimson, and in flavor it is among the very finest. In fact, since it is so productive, attractive, delicious, firm and healthy, we cannot but present it under its familiar name, "the early strawberry without a fault."



EARLY  
JERSEY  
GIANT

### John H. Cook

THE VARIETY FOR EVERYBODY'S GARDEN

Pot-grown Plants, \$1.50 per dozen;  
\$10.00 per 100.

In some properties this is the finest of all the wonderful Van Fleet hybrids. It is an enormous cropper, ripening with the second early varieties. The berries are of exquisite quality, blood red in color and very firm.

### Edmund Wilson

THE GIANT STRAWBERRY

Pot-grown Plants, \$1.50 per dozen;  
\$10.00 per 100.

Another Van Fleet success, ripening in mid-season. We believe this to be the largest Strawberry in existence. The blunt, heart-shaped berries are of very dark color throughout, extremely juicy and of perfect flavor. This variety is a very strong grower, many plants exceeding twelve inches in height. It is a "home garden" berry, since its juiciness makes it unsafe for long shipments, but in your own garden it will be unsurpassed and very likely unequaled.



EDMUND WILSON

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.

## Royal Sovereign

An imported berry, early to midseason. The genuine plants of this sort are quite scarce. It is mainly used for forcing under glass in the winter, though as a June bearer it is very successful and satisfactory. Pot-grown Plants, \$2 per dozen; \$12 per 100.



## Senator Dunlap

Early midseason. This is the "lazy man's berry," needing little or no care, on account of its vigor and health. It is the favorite canning variety among housewives and canning factories alike. Berries are large and a bright red, borne in profusion. Dunlap produces a successful crop of well-flavored fruit over a wider range of soils and climates than any other berry.

**Sharpless** A late season variety. This is one of the first berries grown in a commercial way, and is a favorite among Strawberry growers everywhere. It is a strong, healthy grower and produces large berries of exceptional quality; this is a fine variety for forcing under glass.



PEARL

## Asbury Park, N. J.

When writing us on March 2, 1928, Dr. F. M. Luther, Asbury Park, N. J., stated:

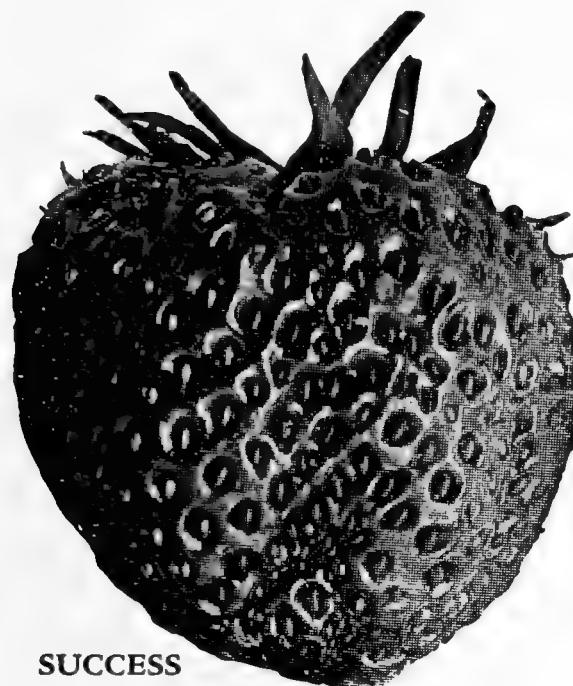
"I hear from friends in Bermuda that your pot-grown Strawberries have made a great success this season."

Delicious, Pot-grown berries, ready to yield promptly and copiously. Every plant developed in its own soil.

# June-Bearing Strawberries

(Continued)

Pot-grown Plants, \$1.00 per dozen, \$7.00 per 100, except as noted. On lots of 500 plants or more of any one variety we will grant a special discount of 10% from 100 rates.



**Success** Early. Light, bright scarlet berries borne in wonderful yields on any soil. Plants are strong, healthy growers. Excellent for home consumption.

## William Belt

Midseason to late. This berry constitutes a standard quality unsurpassed for the home garden. Fruit is large and irregular in shape, a bright handsome red in color, very productive, and a good shipper.

### PLANT POT-GROWN STRAWBERRIES FOR QUICK RESULTS

Strong, Fibrous Roots ready to take  
hold quickly in new locations

You'll never know the joy of this ripened  
fruit until you grow your own



WILLIAM BELT (Much Reduced)

## Ever-Bearing Strawberries

THROUGH the development of Ever-Bearing Strawberries, the bearing season has been greatly lengthened, for two bountiful crops a year may be harvested from these "Ever-Bearing" sorts. With the exception of Mastodon, Fall-Bearing Strawberries average somewhat smaller than fruit of the June-Bearing varieties, but in quality and aroma the Everbearers equal and often surpass the average June variety.

The size of the berries can be increased, if desired, by hill culture. Cultural directions for "Ever-Bearing" Strawberries are no different than for "June-Bearing" varieties except that if a large fall crop is desired the blossoms should be continually removed until after the middle of July. The fact that two crops of Strawberries may be harvested from "Ever-Bearing" plants, if the grower desires, makes the "Ever-bearing" Strawberries an excellent investment, or if the grower desires only "Fall-Bearing" crops the higher prices that he can obtain are of great advantage from a commercial standpoint. You will note that we list only three varieties of "Ever-Bearing" Strawberries. Two of these, the Champion and the Progressive, have for years been the outstanding and most popular "Ever-Bearing" Strawberries. The Mastodon Strawberry is a recent development with qualities which have placed it in the forefront of Strawberries. We believe that this berry is without doubt the peer of any Strawberry now being grown.

Drexel Hill, Pa.

"The order you sent us was received in good shape. Indeed, we have never received better plants from any place than those you sent us."

GEO. W. BUSH.

Mt. Vernon, N.Y.

"I wish to thank you for the way you packed my order, and which was received in fine condition."

MRS. FRANK A. KLOPROTH.

Covington, Ky.

"The plants you so kindly sent me came yesterday, and all were so nice and fresh. I want to thank you many times for sending them."

MRS. KATE H. CARPENTER.

Salem, Oregon.

"I received the Strawberry Premier plants which a very kind friend ordered to be sent to me by you, and I want to thank you and tell you that they came to hand in a splendid condition."

MISS WIETSCHE STONEBRINK.

## Everbearing Strawberries

**MASTODON** Like its prehistoric namesake, the Mastodon Strawberry looms above all others in desirability. This new berry has swept the country like a cyclone from coast to coast, spreading satisfaction in its wake. It is the only Everbearer that will produce a quantity of **LARGE** berries. It is the most productive of all Everbearers, with a June crop that challenges most of the contemporary varieties, and a fall crop that extends into December. The fruit is not only huge, but remarkably attractive with its deep red color, and the plants are rugged and sturdy, sure of production. Unlike a good many large berries, Mastodon is firm in texture and may be shipped a great distance. There is little wonder that it is the Strawberry of today.

**Pot-grown Plants, \$2.50 per dozen;  
\$15.00 per 100.**



# Everbearing Strawberries

(Continued)

**Champion** The vigor and hardiness of this variety are remarkable. It is a prolific bearer of well-shaped, dark red berries of a wonderful flavor. Next to Mastodon in popularity, and justly so, for it is an improvement even on the old favorite, Progressive.

**Pot-grown Plants, \$1.50 per dozen;**  
**\$10.00 per 100.**

**Progressive** The oldest successful Everbearer. Berries are a rich red clear through, borne in profusion early in June and late in the fall. This fruit is of splendid quality, and will stand more neglect than any other variety. A home berry, being too soft to ship successfully.

**Pot-grown Plants, \$1.25 per dozen;**  
**\$8.00 per 100.**

## Lovett's Special Everbearing Collection

(Pot-grown)

Here is a collection of the three best Everbearing Strawberries, consisting of the following varieties:

12 Champion (Everbearing)

12 Progressive

12 Mastodon

Retail value of \$5.25,  
for only.....

**\$4.50**

25 Champion (Everbearing)

25 Progressive

25 Mastodon

Retail value of \$10.92,  
for only.....

**\$8.00**

Here is your opportunity to plant a garden of Everbearing Strawberries at little expense.



PROGRESSIVE (Much Reduced)

# Home-Grown Strawberries the Best

HOME-GROWN Strawberries seem to surpass the berries obtained in the markets in appearance, flavor and aroma. The primary requirement of a commercial berry is its ability to withstand shipping conditions without losing its appearance of freshness. The market berry must be very attractive in appearance, large in size, symmetrical in form, for after all most buyers depend upon appearance for selection. For home consumption flavor takes first importance, as firmness and appearance are not as necessary factors.

Throughout the catalog we have tried to describe accurately each berry listed, and in mentioning its qualities have recommended it for the purpose for which it is best adapted. Very often a Strawberry possesses all of the qualities which make it fine for the market or home consumption and these varieties, of course, are of exceptional value.



## Care in Packing

YOU will find that the Pot-grown plants come to you ready to take hold promptly, to grow and bloom, and to give you complete satisfaction in every way. A great deal of our success in handling Strawberry plants is due to our careful packing methods. Upon receipt of your order the selected varieties are gathered, taken out of the pots they are grown in, and each moist and intact root ball is carefully wrapped in paper. They are boxed, each variety being packed separately and carefully labeled. Plants packed and shipped with such care are able to withstand long distance shipping, arriving in excellent condition. We have many hundreds of pleased customers in the far West, North and South, as well as nearby points, and you should not hesitate to order, even though you are at a considerable distance.

Shipments are made from our branch nursery at Southampton, L. I., where soil and climatic conditions are ideal for the production of this class of stock.



Our Husky Pot-grown Strawberry Plants Can Be Depended Upon to Give Prompt and Thoroughly Satisfactory Results.

## Successful Strawberry Gardens

ONE of the most pleasing features of Strawberry growing is the ease of cultivation; they are readily adapted to a great variety of soils and climates. The climatic conditions that Strawberries will withstand are in fact surprising. Strawberry growing in Alaska has been a considerable industry for some time, which is an excellent indication of the hardiness of this very desirable fruit.

In laying out the Strawberry bed, any good substantial garden soil, clay or loam that holds an abundance of humus or other plant food, will be found very satisfactory. The bed should be dug and thoroughly cultivated to a depth of 12 or 14 inches, incorporating with the soil rotted leaves or well rotted manure of any kind. Fresh manure should be avoided because it usually holds grub worms. After cultivation scatter bone meal at the rate of 100 pounds to each bed 15 x 50 feet, raking it well into the surface.

Six hours of sunshine every day should be the minimum, and it is well to keep this in mind when locating the Strawberry beds. Heavy soils will bear abundant crops providing the drainage is satisfactory. On lighter, sandier soils extra irrigation may be necessary. The heavier soil is preferable, as results will be more positive with less care and attention.

## Care Required for Best Results

LIKE practically all other growing things, Strawberries respond to care and attention, and if one goes to great length to insure their growth the results will more than repay for the extra attention given the young plants. Upon arrival unpack the plants at once, placing them in a cool, shady spot, sprinkling lightly with water; after the sun has gone down take them where the ground is prepared, and just before planting dip each root ball in a pail of water. In the home garden where hand cultivation is practiced plants may be set in rows two feet part with the plants one foot apart in the row. Where horse cultivation is employed place the rows three feet apart. Cut off all runners as they appear. If you prefer matted rows, allow  $3\frac{1}{2}$  to 4 feet between them, this will give larger crops on rich soil. Keep in mind that regardless of the distance between rows the plants should be set not more than a foot apart in the row. For the first two or three days after planting, if the sun is extremely hot, it is well to shade the plants in some manner during the hottest part of the day.

## Care After Planting

AS all gardeners know, the most important rule for success is to keep out weeds. This is very important with Strawberries. Go over the bed once a week with a good sharp hoe which will not only cut out the weeds, but will also loosen the soil, preserve the moisture and stimulate growth. When freezing weather comes on in the fall the plants should be mulched with coarse manure, which will serve the purpose of preventing the alternate freezing and thawing of the soil and will also enrich the bed. Care should be taken that a light covering only be applied and should never consist of wet or otherwise heavy material. Too deep a mulch or too heavy material has a tendency to cause the crowns of the plants to decay.

## Choosing the Best Varieties

YOU will note that, in describing the various sorts throughout this catalog, we have indicated in every case the time of bearing, such as early, mid-season or late. This will enable you to choose varieties to give you a long bearing season, or if you desire crops at specific times, you can choose the berry that will come into bearing at that particular season. For the heaviest crops the "June Bearing" Strawberry should be planted, but as there is a difference of some weeks between the early bearers and the late this should be kept in mind when ordering. If you wish a fairly continuous crop without the tremendous yield of one-crop berries, Fall or Ever Bearing varieties should be chosen. If you desire a good all around selection of berries we recommend Lovett's Special Home Garden Collection, but if you wish Ever Bearing varieties, Lovett's Special Ever Bearing Collection will give fine results.

In the case of June Bearing Strawberries we suggest that for the home garden particularly, at least three varieties be planted, early, mid-season and late. A dozen or more plants of each kind should be planted for a sufficient crop to judge the merits of each particular variety. Keep in mind when

ordering the Fall or Ever-Bearing varieties that under good conditions a small crop of berries can be expected from four to six weeks from date of planting.

Well Rooted, Light  
Balls of Soil that  
Transplant Well.



# PEONIES



All Peonies (except noted), extra strong roots,  
each, 75c; dozen, \$7.50.

**ANDRE LAURIES**—Rose-type, very late; rose, shading to deep red in the center; an all around good Peony.

**BARONESS ROTHSCHILD**—Pale lilac rose.

**CLAIRE DU BOIS**—Rose type; late midseason. Rich, clear satiny pink, with glossy reflex.

**DUCHESSE DE NEMOURS**—Crown type, very early; sulphur white, very distinct Peony.

**EDULIS SUPERBA**—Crown type, very early; called by many the Decoration Day Peony. Mauve pink, with silvery reflex.

**FELIX CROUSSE**—Rose type, late midseason; large, globular flowers, shading to ruby red. Each, \$1.00.

**FESTIVA MAXIMA**—Pure white, with dashes of blood-red at center. Early. One of the finest.

**FRANCOIS ORTEGAT**—Semi-rose type, midseason; deep crimson blooms, with golden yellow anthers.

**GENERAL BERTRAND**—Bomb type, early; the nearest silver Peony we grow.

**GLORY DE BOSKOOP**—Rose type, midseason; white, splashed with crimson pink.

## Lovett's Peony Collection 6 SPLENDID VARIETIES

Claire Du Bois, Duchesse de Nemours, Edulis Superba, Festiva Maxima, Francois Ortegat, Glory de Boskoop.

One Selected Root of Each of the Six Varieties,  
for \$4.00.

# IRIS

*German or Liberty Iris*

## A PLANTING SUGGESTION

Place neck of each root level with the surface of the ground.

### Varieties of Unusual Merit

Each, 25c; doz., \$2.50.

**FLORENTINA ALBA** (*Silver Queen*)—Blooms very early; white, slightly shaded porcelain.

**IRIS KING**—Maroon and lemon yellow.

**PALLIDA DALMATICA**—Very tall; lavender blooms.

**PURPLE QUEEN** (*Florentine Blue*)—Earliest of all; rich purple.

### Other Varieties

**ALCAZAR**—Bright mauve, with dark purple, shaded bronze.

**CHAS. DICKENS (Orova)**—Light violet, with indigo.

**DELICATA**—Delicate, straw tinted rose, with deep lilac.

**GRACCHUS**—Delicate yellow, striped wine red.

**H. CRAMER**—Deep celestial blue, with Yale blue; tall, early.

**LIZZIE**—Deep lemon yellow, with velvety crimson.

**QUEEN OF MAY (Rosy Gem)**—Bright rosy lilac.

**SIR ROBERT PEEL (Zephyr)**—Blue.

All above, each, 15c; dozen, \$1.50; 100, \$10.00.

Varieties Mixed, each, 12c; dozen, \$1.25; 100, \$7.50.

### Mixed Japanese Iris

These mixed Japanese Iris should not be confused with the usual ordinary ones that are so frequently seen. The parent plants from which the seed was collected which produced them were all of select and high priced varieties, consequently the mixture which we offer is especially fine. Splendid strong roots, each, 20c; dozen, \$2.00; 100, \$14.00.

### Imperial Japanese Iris

The individual flowers are of truly enormous size (6 to 8 inches in diameter); of the most gorgeous and richly varied colors imaginable. Blooming season, June-July. Japanese Iris give best results when planted in fertile, and preferably fairly heavy soil.

**DOUBLE WHITE (Gold Bound)**—Six large, open, milk white petals, deep yellow at base.

**PEACOCK**—Nine large, overlapping petals; violet purple, veined with white.

**PURPLE AND GOLD**—Rich violet purple, with showy golden throat. Double flower. Early.

**PYRAMID**—Nine large petals, indigo blue, veined white.

**STELLA**—Three violet petals, veined white.

Strong roots, 40c each; doz., \$4.00; 100, \$30.00.



GERMAN IRIS



## Lovett's Special Home Garden Strawberry Collection

FOR the home gardener who desires berries of the finest quality for a long period of time, we offer our Home Garden Collection. These five varieties produce large berries of the highest quality, rich flavor, juicy and of fine appearance. Plants are well rooted and produce immense crops. We recommend this collection to all home garden Strawberry growers.

20 Premier, early	20 New York, mid-season
20 Joe, mid-season	20 Gandy, late
20 Mastodon, the sensational everbearing variety without a fault.	

These 100 Pot - grown Plants, ready to set out in your garden, for only **\$8.00**

We also issue a Fall Planting Guide, and in the Spring, a larger General Catalog, containing many special offers and valuable garden suggestions.

These Catalogs will be mailed to you upon request.

**LOVETT'S NURSERY**  
**Little Silver, N. J.**